



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Oleg B. Rashkovskiy § Group Art Unit: 2611
Serial No.: 09/690,549 § Examiner: Matthew R. Demicco
Filed: October 17, 2000 § Conf. No.: 2613
For: Storing Advertisements § Atty. Dkt. No.: ITL.0476US (P10023)

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RECEIVED

AUG 16 2004

Technology Center 2600

Dear Sir:

Applicant submits the references listed on the attached form PTO 1449 together with any required copies of such references.

This statement is being filed before the receipt of a first Office Action on the merits.
Please apply any charges or credits to Deposit Account 20-1504 (ITL.0476US).

Respectfully submitted,

Rhonda L. Sheldon
Registration No. 50,457
TROP, PRUNER & HU, P.C.
8554 Katy Freeway, Suite 100
Houston, Texas 77024
(713) 468-8880 [Phone]
(713) 468-8883 [Fax]

Date: August 11, 2004

Customer No. 21906

Date of Deposit: August 11, 2004
I hereby certify under 37 CFR 1.8(a) that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage on the date indicated above and is addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.
Ellen Peacock

Best Available Copy

INFORMATION DISCLOSURE CITATION <small>(Use several sheets if necessary)</small>		ATTY DOCKET NO.	SERIAL NO.
		ITL.0476US (P10023)	09/690,549
		APPLICANT(S):	OLEG B. RASHKOVSKIY
		FILING DATE:	October 17, 2000
		GROUP ART UNIT:	2611

U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
A.	3,919,479	11/1975	MOON ET AL.	704	237	
B.	4,517,643	05/1985	BANNAI	364	200	
C.	4,745,468	05/1988	VON KOHORN	358	84	
D.	4,876,592	10/1989	VON KOHORN	358	84	
E.	4,926,255	05/1990	VON KOHORN	358	84	
F.	5,034,807	07/1991	VON KOHORN	358	84	AUG 16 2004
G.	5,057,915	10/1991	VON KOHORN	358	84	Technology Center 2600
H.	5,283,734	02/1994	VON KOHORN	364	412	
I.	5,508,731	04/1996	KOHORN	348	1	
J.	5,515,098	05/1996	CARLES	348	8	
K.	5,551,692	09/1996	PETTIT ET AL.	273	143R	
L.	5,572,643	11/1996	JUDSON	395	793	
M.	5,585,858	12/1996	HARPER ET AL.	348	485	

FOREIGN PATENT DOCUMENTS

	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION YES NO
N.	GB 2 141 907	01/1985	Great Britain			
O.	PCT/GB93/00905	11/1993	PCT	A63F	9/22	
P.	07027862	08/1996	EPO – Patent Abstracts of Japan	G09G	5/00	
Q.	EP 0 772 360 A2	05/1997	EPO			
R.	EP 0 752 678 A2	08/1997	EPO	G06F	19/00	
S.	WO 99/37045	07/1999	PCT			

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

T.	Gillen, Marilyn A., "Ads Begin to Pop Up in CD-ROMs, Games; Ads Begin in Video & Games and CD-ROM," Billboard, March 25, 1995, pp. 58.
U.	Oleg B. Rashkovskiy, U.S. Patent Application Serial No. 09/690,159, filed October 17, 2000, "Providing Content Interruptions"
V.	Oleg B. Rashkovskiy, U.S. Patent Application Serial No. 09/560,458, filed April 28, 2000, "Distributing Television Advertisements Over The Internet"
W.	Oleg B. Rashkovskiy et al., U.S. Patent Application Serial No. 09/561,443, filed April 28, 2000, "Providing Content Interruptions"

EXAMINER

DATE CONSIDERED

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Best Available Copy

<p style="text-align: center;">INFORMATION DISCLOSURE CITATION <small>(Use several sheets if necessary)</small></p> <p style="text-align: right;">AUG 13 2004 PTO-1449 TRADEMARK OFFICE</p>				ATTY DOCKET NO. ITL.0476US (P10023)	SERIAL NO. 09/690,549		
				APPLICANT(S): OLEG B. RASHKOVSKIY	FILING DATE: October 17, 2000	GROUP ART UNIT: 2611	
U.S. PATENT DOCUMENTS							
*EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE	
BA.	5,600,364	02/1997	HENDRICKS	348	001		
BB	5,661,516	08/1997	CARLES	348	8		
BC	5,668,950	09/1997	KIKUCHI ET AL.	395	200.47		
BD	5,697,844	12/1997	VON KOHORN	463	40		
BE	5,708,845	01/1998	WISTENDAHL ET AL.	395	806		
BF	5,724,521	03/1998	DEDRICK	705	26		
BG	5,737,619	04/1998	JUDSON	395	761		
BH	5,759,101	06/1998	VON KOHORN	463	40	RECEIVED	
BJ	5,761,606	06/1998	WOLZIEN	725	110	AUG 16 2004	
BI	5,774,170	06/1998	HITE ET AL.	7258	34		
BK	5,774,664	06/1998	HIDARY ET AL.	725	110	Technology Center 2600	
BL	5,778,207	07/1998	SIMON	395	376		
BM	5,794,210	08/1998	GOLDHABER ET AL.	705	14		
BN	5,816,918	10/1998	KELLY ET AL.	463	16		
BO	5,818,440	10/1998	ALLIBHOY ET AL.	345	327		
BP	5,823,879	10/1998	GOLDBERG ET AL.	463	42		
BQ	5,851,149	12/1998	XIDOS ET AL.	463	42		
BR	5,855,008	12/1998	GOLDHABER ET AL.	705	14		
BS	5,864,823	01/1999	LEVITAN	104	14		
BT	5,890,963	04/1999	YEN	463	42		
BU	5,903,816	05/1999	BROADWIN ET AL.	455	3.1		
BV	5,912,696	06/1999	BUEHL	348	005.5		
BW	5,916,024	06/1999	VON KOHORN	463	40		
BX	5,918,213	06/1999	BERNARD ET AL.	705	26		
BY	5,929,850	07/1999	BROADWIN ET AL.	345	327		
BZ	5,933,811	08/1999	ANGLES ET AL.	705	14		
EXAMINER			DATE CONSIDERED				
<small>*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.</small>							

PTO-1449 Page 2 of 4

Best Available Copy


INFORMATION DISCLOSURE CITATION

Use several sheets if necessary)

 ATTY DOCKET NO. **ITL.0476US (P10023)** SERIAL NO. **09/690,549**

 APPLICANT(S): **OLEG B. RASHKOVSKIY**

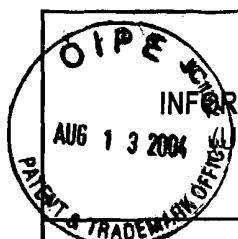
 FILING DATE: **October 17, 2000** GROUP ART UNIT: **2611**
U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
CA	5,948,061	09/1999	MERRIMAN ET AL.	709	219	
CB	5,961,603	10/1999	KUNKEL ET AL.	709	229	
CC	5,966,120	10/1999	ARAZI ET AL.	345	327	
CD	5,966,529	10/1999	SOLLARS	395	569	
CE	5,970,143	10/1999	SCHNEIER ET AL.	713	181	
CF	5,995,134	11/1999	HAYASHI	348	12	
CG	6,002,393	12/1999	HITE ET AL.	345	327	
CH	6,005,599	12/1999	ASAI ET AL.	348	7	
CI	6,006,257	12/1999	SLEZAK	709	219	
CJ	6,006,269	12/1999	PHAAL	709	227	
CK	6,015,344	01/2000	KELLY ET AL.	463	16	
CL	6,029,045	02/2000	PICCO ET AL.	455	5.1	AUG 16 2004
CM	6,036,601	03/2000	HECKEL	463	42	Technology Center 2600
CN	6,044,376	03/2000	KURTZMAN, II	707	102	
CO	6,064,385	05/2000	STURGEON ET AL.	345	339	+
CP	6,088,455	07/2000	LOGAN ET AL.	380	200	
CQ	6,118,449	09/2000	ROSEN ET AL.	345	339	
CR	6,133,912	10/2000	MONTERO	345	327	
CS	6,144,944	11/2000	KURTZMAN, II ET AL.	705	14	
CT	6,177,931	01/2001	ALEXANDER ET AL.	725	52	
CU	6,178,446	01/2001	GERSZBERG ET AL.	709	217	
CV	6,182,050	01/2001	BALLARD	705	14	
CW	6,185,586	02/2001	JUDSON	707	513	
CX	6,186,893	02/2001	WALKER ET AL.	463	20	
CY	6,188,398	02/2001	COLLINS-RECTOR ET AL.	345	327	
CZ	6,196,920	03/2001	SPAUR ET AL.	463	42	

EXAMINER

DATE CONSIDERED

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.


INFORMATION DISCLOSURE CITATION

AUG 13 2004 (Use several sheets if necessary)

ATTY DOCKET NO. ITL.0476US (P10023)	SERIAL NO. 09/690,549
APPLICANT(S): OLEG B. RASHKOVSKIY	
FILING DATE: October 17, 2000	GROUP ART UNIT: 2611

U.S. PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
DA	6,216,112	04/2001	FULLER ET AL.	705	14	
DB	6,216,129	04/2001	ELDERING	707	10	
DC	6,243,375	06/2001	SPEICHER	370	352	
DD	6,246,441	06/2001	TERAKADO ET AL.	348	552	
DE	6,246,693	06/2001	DAVIDSON ET AL.	370	445	
DF	6,282,713	08/2001	KITSUKAWA ET AL.	725	36	
DG	6,616,533	09/2003	RASHKOVSKIY	463	031	
DH	6,689,020	02/2004	ZIGMOND ET AL.	725	34	
DI						
DJ						
DK						
DL						
DM						
DN						
DO						
DQ						
DP						
DR						
DS						
DT						
DU						
DV						
DW						
DX						
DY						
DZ						

EXAMINER	DATE CONSIDERED
----------	-----------------

DATE CONSIDERED

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Best Available Copy